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Automotive News

Detroit, March 23, 1981

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Task Force has a bagful of aids for auto industry

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Import restraints on Japanese cars, reductions in federal regulations, refundable tax credits, faster write-off of capital investments, relief from antitrust laws so auto companies may cooperate on technology and comprehensive programs to improve the economy—just about everything the domestic industry dreams about—have been recommended by the House Auto Task Force.

The recommendations are the result of hearings here and in Detroit by the Task Force headed by Rep. Bud Hillis, Indiana Republican, and Rep. William Brodhead, Michigan Democrat.

Hillis and 15 others have sent a letter to President Reagan, urging him to "slow the flood" of Japanese cars coming into the U. S.

The letter adds, "Should the Japanese refuse to adopt some form of voluntary limits, we are confident that legislation will be forthcoming to place mandatory limits on Japanese imports."

While cognizant of the arguments for free trade, the lawmakers said the "urgency of this situation and the importance of the automobile industry mandate that we act to prevent the industry from being dismantled."

The report came just days before the Reagan Administration is scheduled to release its own recommendations but at a time when the Cabinet still was split between its philosophical bent to let the market operate freely and the temptation to help a sick bellwether industry.

So far, the Secretaries of Labor, Commerce and Transportation veer toward voluntary quotas. The State Department, the Office of Management and Budget and the Council of Economic Advisors at this point argue against market distortion that would favor one industry and invite other requests for special treatment. Ambassador Bill Brock talks on both sides. The President has not spoken.

Hillis and Brodhead met with Transportation Secretary Drew Lewis to urge that their program be adopted so U. S. auto makers can develop "design, quality, fuel efficiency and pricing structures to meet world standards."

They warned these measures need a "coordinated and comprehensive policy developed by

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Convertriple

A topless trio from National Coach

Ah, spring . . . and a car buff's fancy turns to convertibles. Here are three new ones—a Chrysler K-car, Honda Prelude and Pontiac Grand Prix—from National Coach Engineering, Ltd., Fort Sanilac, Mich. With tops up, the K-car and Prelude have full rear seats. The Grand Prix, with optional power top, has a fulltime two-passenger rear seat. Dealer price for the conversions is $3,995. The Grand Prix power top costs $700 more.

Prices start at $5,917

Isuzu begins selling in California

By Jim Plegue
Staff Writer

LOS ANGELES. — American Isuzu Motors, Inc., is off and running.

The company officially becomes the sixth independent importer of Japanese-built vehicles in the U. S. when its I-Mark car and P'up truck lines make their public debut in 21 of 22 sales states on April 1. The cars have already bowed in California.

The introduction seems ill-timed. Isuzu is entering a troubled U. S. marketplace, beseiged by stubborn buyers, a sluggish economy, high interest rates, rising anti-import sentiment and the accompanying threat of some form of curbs on imports.

The timing, according to Jack Reilly, senior vice president and general manager, couldn't be better.

"The economy's in the pits, the political atmosphere is very anti-import," Reilly said at the national press preview. "So, really, all of the major hurdles are right here, right now. We probably won't ever have to face them again.

"We're starting with everything against us and, if we succeed—as we think we're going to—then it is a good time for us to start."

Isuzu has not sold cars in the U. S. since 1979, when the Isuzu-built Opel models was last marketed by Buick dealers.

The Isuzu product line for 1981 consists of 13 models—seven I-Mark coupe and sedan models and six standard and long wheelbase P'up trucks.

I-Mark coupe and sedan models are available in deluxe & LS trim, with choice of 1.8-liter gas or 1.8-liter diesel engines. A base diesel-powered coupe is also available. Prices range from $5,917 for the deluxe gas-engine coupe to $7,660 for the high-line LS diesel-engine coupe. The lowest-priced diesel model, the base coupe, is priced at $6,699.

The P'up is available in standard wheelbase, long wheelbase and four-wheel-drive (standard wheelbase) models with choice of 1.8-liter gas or 2.2-liter diesel four-cylinder engines. Price for the standard gas model is $6,117. Prices have not yet been set for the diesel trucks.

Reilly said he feels the diesel I-Mark cars fill "a niche in the marketplace that at this point only Volkswagen has entered, and that's the small diesel market."

Isuzu expects 80 percent of the estimated 20,000 I-Mark models sold this year to be diesels. The

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Debate on curbs on Japanese cars heats up Capital

WASHINGTON.—There were conflicting reports flying through the Capital last week about what the Reagan Administration will do regarding Japanese imports.

It appeared at press time that the Administration is leaning toward jawboning for a short-term voluntary agreement with Japan whereby an informal limit will be imposed by that country on the number of vehicles its auto producers send to the U. S. Japan is believed to be amenable to such a move.

According to knowledgeable sources, the rollback would be for no more than three years with reductions to as low as 1.6 million units being talked about, but no firm decision yet has been made. It's more likely that if the decision is made to go ahead with import limitation the target goal will be transmitted privately to the Japanese government, the sources said.

President Reagan and the Cabinet were to have been briefed on the auto situation late last week and, reflective of the tentativeness of the import restrictions proposal, to hear again the arguments of the two warring camps on the Auto Task Force. One would impose no limits on imports and the other wants limits as low as 1.2 million units per year.

• The former group is headed by Office of Management and Budget Director David Stockman, Council of Economic Advisers Chairman Murray Wiedenbaum and Treasury Secretary Donald Regan.

They argue that import limits would be inflationary and undermine the Administration's economic recovery program.

The best thing for the auto industry would be to implement the Administration's economic plans, get interest rates and unemployment down and personal income up, they say. Further, they argue that giving special consideration to one industry is anathema to the Administration's economic philosophy and would only encourage other troubled industries to seek help from the White House.

Though not in disagreement with that thinking, the pro-import-limit element of the Auto Task Force, Transportation Secretary Drew Lewis, Commerce Secretary Malcolm Baldridge and Labor Secretary Raymond Donovan argue that a rollback of Japanese imports is necessary if the troubled U. S. auto industry, and in particular Ford, is to have a chance of being competitive once again. The industry simply must have some breathing room, they say.

United States Trade Representative Bill Brock is sitting on the fence.

Prior to the President's Cabinet meeting a significant amount of lobbying was being done on the hill with Ford, Chrysler, American Motors, the Motor Vehicle Manufacturers Assn. and the United Auto Workers, meeting here last week, pressing their case for import limits and hoping to have that passed on by Congressmen to the Administration.

Senate Democratic Leader Robert Byrd of West Virginia, meanwhile said at the United Auto Workers Community Action Conference being held here that "a temporary respite from the escalating influx of Japanese imports is needed to give our auto industry time to adjust to

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breaking news

GM launches new rebates

DETROIT. — A new General Motors rebate runs from March 20 to April 4. It pays customers $700 on Firebird/Camaro and $500 on all Chevrolet Malibu and Pontiac LeMans models and $500 on Oldsmobile Cutlass and Buick Century four-door sedans and wagons. Customers can buy out of stock or order during the period to get the rebates. Dealers contribute $300 of the $700 and $200 of the $500.

GM, however, will pay the full $500 and $700 on newly rebated units ordered, but not delivered, before March 20. Fleet buyers get only the GM portion of the rebate, $400 or $300. Over 200 newspapers in the top 50 markets introduced the program March 20 with a "Let's Keep America Rolling" theme. Car sales ran 20 percent higher than expected under the old rebate, GM said.

Isuzu raises U. S. car prices

WHITTIER, Calif. — American Isuzu Motors has raised the prices of the cars it is just now placing on sale in the U. S. New prices of the gasoline-engine I-Mark models are: Deluxe coupe, $5,917 (up $237); Deluxe four-door sedan, $6,069 (up $239), and LS coupe, $6,535 (up $365). The LS now has a stereo radio instead of a monaural AM/FM unit. Diesel cars, newly priced, are: Base coupe, $6,699; Deluxe coupe, $7,044; Deluxe four-door sedan, $7,194, and LS coupe, $7,660. Pick-up truck prices are unchanged from those announced earlier.

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Plans call for fall debut of Countach SV

Lamborghini prepares U.S. re-entry

By Kathleen Hamilton
News Editor

HARBOR CITY, Calif. — The U. S. is to play a key role in the future of the rescued-again Lamborghini auto works, if all goes according to plan at the EPA test track.

If the $100,000, 170-MPH Countach passes the 50,000-mile emissions test as expected, the president of a major U. S. federalizing firm will become sole importer and distributor for Lamborghini.

Jasjit S. Rarewala, president of ACI (Automotive Compliance, Inc), which has brought a dozen Countach units up to U. S. standards since it was founded here in 1977, is to assist Nuova Automobili Lamborghini in meeting the EPA-dictated emissions levels.

DOT standards are already met, he said.

"We have done enough of these one-shot tests to have a very good idea of what must be done," Rarewala said in an interview at the prospective headquarters of Lamborghini North America. Engines are expected to arrive in this Los Angeles suburb this month for design of emission systems by ACI.

• Once the standards are met, the Lamborghini factory in Sant'Agatha, near Bologna, Italy, will produce the U. S.-ready Countach SV.

It will differ from the European Countach S mainly in the reworked and re-geared five-speed transmission.

The new V-12 will be built from the same block as the European 4.0-liter engine, but will probably be 4.8 liters in displacement, Rarewala said. It is to be fuel-injected by the Bosch CIS system.

Horsepower is expected to be reduced to around 300 but this is to be offset by an increase in torque to the 250- to 300-pounds-feet range.

Upgraded leather interior, electronic instrumentation, a roomier cockpit and 240-watt-per-channel sound system are to distinguish the new SV. It is expected to sell in the $98,000 range, as opposed to the $110,000 (including certification deposit) of current ACI-federalized Countach S models.

It is to be marketed initially through five dealers in the U. S. — in Southern California, New York, Florida, Chicago and the Dallas-to-Atlanta region, Rarewala said. It is unlikely that Lamborghini North America will sell the cars to consumers, he said.

In addition, "seven or eight" service-only points are already lined up to be licensed, with that number eventually growing to as many as 40. Training is to be done here, with a factory mechanic scheduled to regularly visit Lamborghini points.

As part of the effort to restore Lamborghini's reputation for fine mechanicals, Rarewala is planning to institute a service plan reminiscent of that instituted by Ferruccio Lamborghini for his first automobiles.

Under the plan, major warranty work and engine rebuilding will be done exclusively at a West Coast facility, under the direction of a factory mechanic. Eventually, a second facility may be added in the East.

If the car is in its 12-month warranty period, Lamborghini North America will pick up the entire freight bill; if it is out of warranty, the buyer will pay half the freight charge, Rarewala said.

Tied to the licensing of service outlets, spokespersons for the fledgling auto importer said plans are in the works to take court action against what they view as widespread unauthorized use of the Lamborghini name and logo in this country.

• Lamborghini has decided to resume exportation to the U. S. after a six-year absence (except for privately imported autos, independently certified) to "try to compete with the large smuggling market and to try and use up the Ferrari market," Rarewala said.

The Lamborghini team hopes to lure customers who would otherwise have to import their own Ferrari 512 Berlinetta Boxers and suffer the delays of individual federalization.

Contacted in Montvale, N. J., Ferrari North America General Manager John Spiech said only that the firm is "examining all its options" on importation of the Boxer.

Rarewala projected 40 Countach SV sales in the first 12 months of importation; after that, he said, no more than 60 a year would be sold in the U. S.

Canadian sales are also a possibility, but Mexico is out for the present because of a 160-percent import tariff, he said.

• By late summer, 1982, Rarewala expects that the redesigned Silhouette, displayed at the Geneva Auto Show as the Jalpa, will be available in the U. S.

It is now in the tooling stage, and a maximum of 200 a year are to be built when at full production. Rarewala is aiming to get 40 percent of that output shipped to the U. S.

Designed to compete against the Ferrari 308, the two-seat, V-8-powered Silhouette / Jalpa will follow essentially the same body lines as its predecessor. The old 3.0-liter Silhouette engine, which Rarewala admitted was fraught with problems, has been redesigned, using the same engine block. Horsepower is expected to be in the 240 area.

The car will be in the $50,000 to $60,000 price range, he said.

Another Geneva Auto Show vehicle, the redesigned four-wheel-drive Cheetah, is expected to go into production this summer at Sant'Agatha. Up to 1,500 will be built as military vehicles before civilian versions of the this ultimate dune buggy are issued.

Priced in the $30,000 to $40,000 range, the Cheetah (or M-01, in military circles) is said to climb a 2-foot-8-inch wall, reach desert speeds of 66 MPH or 105 MPH on the highway and carry four passengers or two passengers and an anti-tank rifle.

Orders are already in hand from Mideast countries, Rarewala said.

The Athon — a Bertone-designed topless spider on the Silhouette chassis — and the Bravo — a downsized 6-cylinder replacement for the Countach — are also on the Lamborghini drawing boards.

• Nuova Automobili Lamborghini is being run by two French brothers, Patrick and Jean Claude Mimran, under the administration of the Bologna bankruptcy court. The court has been in the picture since 1978, when Lamborghini was owned by the Swiss interests headed by Rene Leimer.

The Mimrans took over last September from a German consortium headed by real estate magnate Raimond Neumann and ex-racer and Lamborghini importer Hubert Hahne.

Operating under court-set employment and output levels, the Mimrans hope to own the company outright this fall. Patrick, 25, an avid motoring enthusiast, is president of the auto venture; Jean Claude, 36, is partner.

The family is engaged in African foodstuff and sugar import and export.

In Geneva, Patrick Mimran said the Sant'Agatha factory's 150 workers are now turning out seven to eight Countach models a month.

He took over the frequently insolvent auto works, he said, because "I thought it was a pity that a marque like that should die."

Rarewala's ties to Lamborghini date back to 1974, when he served as a consultant for the U. S. importer on safety requirements for the U. S. market. The job followed on the heels of a U. S. government-funded taxi design project undertaken while he was a student at the Pratt Institute for Industrial Design.

Rarewala, 35, comes from an agricultural family in India. Capital for the Lamborghini venture comes from ACI federalizing projects, not family money, he said.

He expects to be sole owner of Lamborghini North America for at least the first year of its operation, perhaps taking on an employe stockholder, Kurt Dunholter.

Kathleen Hamilton

Importer to design emission controls

After a six-year absence, Lamborghini plans to re-enter the U. S. market this fall with a winged version of the Countach that will be modified at the Italian factory. Jasjit Rarewala, who has federalized the car for individuals, is to be named importer if efforts to pass emissions tests are successful.

Exhibit of exotic cars slated for Miami Beach

MIAMI BEACH.—A collection of exotic automobiles will be on display in the Miami Beach Convention Center March 25-29.

The exhibit will include Maserati, Avanti, Clenet, Golden Spirit, Moselle, Excalibur, Aston Martin, Grandeur, Stallion, Jaguar, Doval Duchess, Berlina, Porsche, Spark, Cord, Auburn and Lamborghini.

New nameplate

Pontiac will introduce the J-2000 J-car to its product lineup early in May. The alpha-numeric name for the FWD subcompact represents a different approach for Pontiac, which wants to project a contemporary image. National press preview date for the J2000 is April 15.

Rebates push new-car sales above year-earlier levels

By Jenny L. King
Staff Writer

The promise of rebates or reduced price tags continued to attract new-car buyers the first 10 days in March, boosting domestic sales 8.72 percent above year-ago levels.

It was the first time since early and mid-September, 1979, that domestic sales had shown a year-to-year increase for two consecutive 10-day periods. (Late-February sales this year climbed 5.83 percent.)

Domestic new-car dealers sold 204,231 units March 1-10 compared with 187,852 for the period in 1980. Based on eight selling days in each year, the daily rate was 25,529, up 8.72 percent from 23,482 a year ago.

Chrysler Corp., reporting a 51.21-percent sales jump, said its front-wheel-drive cars were responsible for the surge. General Motors, which enjoyed its second-best early March selling period and a sales increase of 7.04 percent, said its cash bonus to customers program was improving showroom traffic and retail sales.

GM sales numbered 125,549, up 7.04 percent from 117,296 last year. Ford Motor Co. reported a sales decline of 3.58 percent, to 44,227 from 45,871. Chrysler sales exploded 51.21 percent, to 25,900 from 17,128. Volkswagen of America reported sales of 3,855 U.S.-built Rabbits, up 5.41 percent from 3,657, and estimated sales of AMC cars were 4,700, up 20.51 percent from 3,900.

Chrysler continued to increase its share of the market and remain in the double-digit percentile segment, earning 12.68 percent—best so far this calendar year, and up from 9.12 percent in 1980. GM earned 61.47 percent, down from 62.44 percent. Ford was squeezed back to 21.66 percent from 24.42 percent, VWoA had 1.89 percent compared to 1.94 percent in 1980 and AMC had an estimated 2.30 percent, up from 2.08 percent.

Among the 14 U. S. makes, Plymouth drove away with a 75.42-percent increase in sales for the early March period, to 12,055 from 6,872 last year. Dodge sales jumped 58.09 percent, to 10,546 from 6,671. Oldsmobile was up 26.04 percent to 26,397 from 20,944; Buick sales were up 20.60 percent, to 21,608 from 17,917; Lincoln edged ahead 1.47 percent, to 2,136 from 2,105, and Pontiac was up 0.96 percent to 17,381 from 17,216.

Chrysler dropped 13.42 percent below last year; Ford was down 3.83 percent; Mercury dipped 3.82 percent; Cadillac was down 4.69 percent, and Chevrolet was off 1.41 percent.

Chevrolet Chevette was the number-one selling nameplate in early March at 20,050, far ahead of the competition. Second was Chevrolet Citation at 13,358, followed by Oldsmobile Cutlass Supreme at 10,894, Ford Escort at 8,460 and Buick Regal at 7,719.

Year to-date sales through March 10 totaled 1,217,656, down 10.92 percent from 1,366,848 for the comparable 1980 period.

DOMESTIC SALES

	March 1-10, 1981	March 1-10, 1980
AMERICAN MOTORS...	4,700†	3,900†
Chrysler	3,104	3,585
Imperial	195	—
Plymouth	12,055	6,872
Dodge	10,546	6,671
CHRYSLER CORP.	25,900	17,128
Ford	32,233	33,517
Mercury	9,858	10,249
Lincoln	2,136	2,105
FORD MOTOR	44,227	45,871
Buick	21,608	17,917
Cadillac	5,544	5,817
Chevrolet	54,619	55,402
Oldsmobile	26,397	20,944
Pontiac	17,381	17,216
GENERAL MOTORS	125,549	117,296
VOLKSWAGEN	3,855	3,657
INDUSTRY TOTAL	204,231	187,852

†—Estimate.

1.6-liter engine is mis-positioned

WASHINGTON.—A story last week in Automotive News reporting that EPA had granted General Motors a waiver from the 1982 Carbon Monoxide standard for its 1.6-liter engine incorrectly noted this engine would be used in GM's new J-cars.

The 1.6-liter engine, of course, is used in the Chevrolet Chevette and Pontiac T-1000.

The J-car will use GM's new 1.8-liter engine, which previously had been granted a waiver from the 1982 CO standard by EPA. Both engines need meet only a 7 grams per mile CO standard instead of the statutory 3.4 gpm standard.

world news briefs

Revised BMW 5-series in the offing

The Frankfurt Auto Show in September will mark the debut of the new BMW 5-series sedans. The cars are said to look similar to current models but are lower, wider, lighter and more streamlined.

Diesels make gains in Italy

Diesel cars accounted for 12.4 percent of all sales in Italy in January — said to be the highest penetration in Europe. Diesel fuel is only 40 percent of the price of gasoline in Italy.

Perkins reaches a milestone

Perkins' UK factory, currently researching a new generation of diesel car engines, has built its five-millionth diesel engine. It went to International Harvester in Australia.

Ford set to replace its medium trucks

Ford of Europe will reveal details of its new mid-range truck within a few days. The low drag Cargo will replace the best-selling D-series dating from 1966.

Suzuki launches European Alto

Chief attraction at the Amsterdam Auto Show was the Suzuki Alto FX, a miniature five-door hatchback making its European debut. The 130-inch-long car is powered by an 800-cc, three-cylinder engine developing 40 horsepower.

Japanese imports fall

Imported car sales in Japan last year amounted to 1.6 percent (44,900), compared with 2 percent (60,200) the previous year.

Former Aston man joins Lotus

Alan Curtis, the self-confessed non-car enthusiast who recently sold his interest in Aston Martin, has joined the board of Lotus Cars as a non-executive director.

VW launches its diesel Transporter

Volkswagen has begun sales in Europe of its rear-engined Transporter model powered by diesel. The engine is an adaptation of the car unit. In West Germany it costs $760 more than the flat-four gasoline model.

What does he mean?

Honda President Kiyoshi Kawashima has given a broad hint about possible further collaboration between his company and BL. (The UK company is to begin assembly of the Honda Ballade later this year.) Kawashima said, "With increased reliability established between the two companies we will soon proceed to the second step of cooperation." BL says it doesn't know what he means.

Toyota advances in Switzerland

The Volkswagen-Audi group retained its lead in the Swiss new-car market last year despite reduced sales of 40,440. But it lost its lead in light commercial vehicle sales to Toyota, which doubled registrations to 4,645.

Scania buses go west

Scania of Sweden is supplying three BR112 single-deck buses for tests by the city of Norwalk, Conn., this June. The company says it wants to make the evaluations in a city small enough for vehicle differences to be noticed.

A puzzle

At 27,000, sales of cars from Communist countries in the UK last year were down 31 percent—nearly three times the overall trend. But plans are well in hand for the introduction of the Yugoslav Zastava and Romanian Decia to be added to the list of Russian Lada, Polish Polski and Polonez and Czechoslovak Skoda.

First for Ford commercials

Ford of Europe has claimed the No. 1 sales spot in Western Europe for commercial vehicles last year. It sold 179,000 units for a market share of 13.4 percent. Runners-up were Renault Industrial Vehicles and Peugeot SA.

Slow progress on SEAT

Officials of INI, the Spanish holding company that controls SEAT, made little progress in their Tokyo talks aimed at trying to persuade Toyota to take a majority stake in the ailing company. INI has been trying to find partners since Fiat pulled out of take-over nearly a year ago.

Despite a declining market

Auto investment rises in Spain

By Jan P. Norbye
Staff Correspondent

Spain's auto industry must be praised for its progress in restructuring itself, and pitied for the sacrifices it has been forced to make on the altar of the general consumer price index.

The domestic market for Spanish cars has receded by 12 percent, compared with 1979, and 20 percent compared with 1977.

Imports more than doubled in 1980—from 23,058 cars to 51,233.

Despite the dismal climate and poor short-term prospects, several companies have gone ahead with massive investment plans, Renault, Seat, Citroen and General Motors.

Renault has passed SEAT as the nation's top car maker, mainly due to the introduction of the R-18. The range also includes the R-4 in wagon and commercial versions; the R-5, which has become a runaway best-seller with a production figure of 146,807 units last year); the R-6, whose sales are still advancing to the depressed market situation; the R-7, which is a stretched-body notchback on the R-5; the R-12, and the R-14.

• Arrival of the Panda a year ago did much to boost SEAT's fortunes, and the rear-engined 133 has been phased out (except for CKD shipments).

The 127 is the most-produced model, helped in no small measure by SEAT having the four-door hatchback as an exclusive, and selling it all over Europe, through Fiat dealers, but the 124 is still going strong, largely aided by being available with a diesel engine (Talbot ex-Barreiros). SEAT also builds both the 131 and 132 in important numbers, and even assembled 800 Lancia Beta during 1980.

Little indication of coming integration between the Peugeot group's two Spanish subsidiaries —Talbot and Citroen—has been forthcoming, but it's considered inevitable by both local and French observers.

The Citroen organization is the bigger, and has been building the Peugeot 504 since 1977 and the 505 since 1980. An amazing 30,425 Peugeot 505s were built last year, split 50/50 between diesel and gasoline. Most of the diesels were sold in Spain, and most of the gasoline-fuel cars exported.

Citroen makes the 2-CV and Dyane mainly for the domestic market but has a high export percentage for the GSA Palas and Break Club.

The Talbot range is dominated by the Horizon, with a 1980 output of 17,717 cars. Interestingly, they were sold mainly in the home market, like the rest of Talbot production, which includes the old 1200 (originally 1100), the 180, 2-Litros, and Diesel designed by Chrysler in England, and the 150, which is the Spanish version of the 1510/Alpine.

PRODUCTION OVERSEAS

SPAIN

	12 mos., 1980	12 mos., 1979
Cars		
Citroen	131,393	160,730
FASA-Renault	343,678	275,322
Ford	265,839	232,432
SEAT	297,632	298,859
Talbot	65,756	72,891
Total	1,104,298	1,040,234
Trucks and buses		
CAF	2,315	4,499
Dodge	4,123	4,523
Ebro/Avia	27,106	27,278
Mevosa	10,367	14,182
Pegaso	6,108	8,228
Santana	17,900	17,150
SAVA	9,442	6,824
Total	77,361	82,684
Total Vehicles	1,181,659	1,122,918

The Fiesta is Ford's only locally built car, in Base, Lujo, Gran Lujo, Sport and Ghia versions. The Ford plant works mainly for export, and shipped 205,014 cars to destinations outside Spain, while 56,902 were sold domestically.

The truck market can be considered as having held up well in 1980. Motor Iberica, with its trademarks Ebro and Avia, dominates the light-duty end of the market, also playing a supporting role (under 2,000 units) in the market over 9 tonnes GVW, which is disputed between ENASA (Pegaso) and Dodge (part of Talbot in the Peugeot group).

Last year, Pegaso built 5,436 heavy trucks compared with Dodge's 4,066. Pegaso practically owns the domestic bus market, which grew by 23 percent last year to a total of 2,074 units.

The four-wheel-drive market is dominated by the Land-Rover (built by Santana) which also exports 30 percent of its production.

CAF (Construcciones y Ausiliar de Ferrocarriles S.A.) suffered a 49-percent drop in its production of Jeeps during 1980, most of the slack being caused by home-market flexing.

Contrary to general belief, the Spanish truck market is not closed to imports. Sales rose from 4,054 to 6,305 units in 1980.

Slowdown in Sweden

New-car sales in Sweden last year were 192,6000—the lowest figure since 1967.

French city buys diesel-electrics for bus fleet

The Urban District of Nancy, France, has placed an order for 48 buses of a new type with Renault Industrial Vehicles.

The design is an articulated design with dual power trains: Trolleybus getting energy from overhead cable in the inner city, diesel engine and mechanical transmission for suburbs and expressways.

The engine selected is a 225-HP MIDS 06.20.30 turbocharged 8.82-liter six, combined with a four-speed transmission and propeller shafts to two driving axles (one on the front unit, one on the 'trailer').

The electric power train includes a 185-kW Motor and a freon-cooled chopper which permits energy savings up to 20 percent, thanks to low starting requirement and partial recuperation of kinetic energy during deceleration.

Group assembly for limousines

Jaguar Cars has completed a new 40,000-square-foot assembly facility at its Coventry factory for production of the Daimler Limousine. Group assembly techniques are being used for the first time in the company's history, as it would have been impossible to produce the car on the same lines as the sedans and XJ-S coupes. Daimler limousines previous were made at the Vanden Plas coachworks, now closed. More than 2,800 limousines have been built since introduction in 1968.

New models previewed in Morocco

Talbot exhibits style, falls down on image

Continued from Page 10

and power steering as standard.

Next month (April) the turbocharged diesel and V6 gasoline versions are to go into production.

The 2.3-liter (140.5 CID) diesel is the unit from the 505/604 Peugeots and produces 80 HP.

The SX top model uses the Peugeot - Renault - Volvo V-6 of 2.6 liters (162.5 CID). But in keeping with Talbot's declared aim of projecting a sporting image—it is fielding a Formula 1 Grand Prix team this season—it is the most powerful application yet for the engine.

The output is 165 HP on three two-barrel carburetors compared with 144 for the Peugeot 604-Ti, 142 for the Renault 30TX and 155 for the Volvo 264-GLE.

Talbot is planning production of 3,200 per month, making a 12-month output of more than 38,000. Half will be the GL and GLS models, 30 percent will be diesels and the remainder the V-6.

The car is manufactured at the large Poissy factory near Paris. There is clearly the capacity to increase Tagora volume, but Talbot's projections are based on what it believes it can sell.

At present the 180/2-liter will continue in production at Talbot's Villaverde factory near Madrid, but company sources say the model could be replaced by the Tagora within a couple of years.

Talbot recently introduced the Horizon hatchback into its Spanish factory, to complement the 150 (known in the rest of Europe as 1510 and in the UK as the Alpine). It is likely to do the same with the Horizon in the UK at Ryton following the announced withdrawal from Linwood.

• But it is a tough time to launch any luxury car in Europe, especially one from a company not known for its strengths in that sector. Talbot cheerfully says that there are 1.3 million customers in Europe for such cars.

Until now, Talbot has not even been able to sniff a market in which all its competitors are now well established.

Skeptics point to the recent fortunes of companies like Opel, Ford, Renault, Audi, Peugeot and Rover. They offer some pretty competitive autos in the top European sector, but their business there has been exceptionally hard hit by the swing away from large cars.

But Talbot was putting the finishing touches to an even more important new model even while Tagora was being launched.

This is the car code-numbered C15, an economy hatchback in the Ford Fiesta/Renault 5/Fiat 127/VW Polo category.

C15 will be shown later this year, and go into production at Poissy early next year.

What is not known at the moment is whether it will be a Talbot or Peugeot. While it began life as a Talbot project, since the decision to amalgamate the two companies it seems it could emerge as a replacement for the aging Peugeot 104.

Prices for the Tagora in its country or origin range from $11,400 for the cheapest GL to $15,850 for the most expensive SX.

Porsche's 100,000th 924

Dr. Ferry Porsche, chairman of the Stuttgart firm's supervisory board, was on hand to see the 100,000th version of the 924 model off the line. The 2-liter two-seater has been in production for five years.

Talbot's new Murena offers odd seating arrangement

Continued from Page 10

gearboxes are used in each case.

The rounded, wedge - shaped body has a drag co-efficient of 0.328—better, according to its makers than the Fuego (0.347) and Porsche 924 (0.36). Headlights are recessed during day time driving.

Talbot says the smaller-engined model is designed to appeal to former Bagheera owners. It is capable of a surprising 115 MPH, and has dynamic qualities well up to standards established by any of its European rivals.

The larger model, boasting a top speed of 125 MPH, will be pitched at vehicles like the Porsche 924 and Alfetta GT.

Already in production, the 1.6 carries a selling price in France of approximately $12,300. It is not known when the 2.2 models will start rolling, but a price in the region of $14,000 is forecast.

At present Romorantin is producing some 80 vehicles a week, 30 Murenas and 50 of the special station wagons built on 1510 components and known as Ranchos. But there is a great deal of spare capacity.

• Automobiles Matra is a company which is owned 45 percent by Automobiles Peugeot and 55 percent by Matra. The giant French conglomerate whose interests range from aerospace to publishing. The car-making business employs some 1,500 people.

A sports car such as the Murena—the name of an aggressive fish—is a natural choice for a company that is trying hard to establish a firm identity.

It is being backed in the form of promotion by official entries in Grand Prix motor racing featuring the Ligier team, Matra V-12 engines and Talbot money.

Fiat imported into Italy

To replace the recently discontinued Fiat 127 Panorama, Fiat is introducing the Brazilian-made Fiat 127 Panorama into the Italian market. It is powered by the 1,050-cc engine from Brazil's Fiat 147, with gearbox and final drive from the Fiat 128.

U. S.-owned companies lead the way down

German industry feels the pinch

Publication of the official year-end production statistics for West Germany's vehicle industry illustrate clearly just how badly the two U. S.-owned companies did there last year.

They show that between them Opel and Ford contributed most to the 10.5 percent fall in car output (to 3.52 million) in 1980 compared with the previous year.

In Opel's case, volume was down 18.1 percent at 786,663 and at Ford it was down a massive 23.3 percent (419,517 units). Of the other domestic manufacturers, only the small specialist Porsche concern (down by a fifth) was in the same league.

Monthly statistics made public by the country's motor industry association, the VDA, reveal only production details broken down by engine capacity or weight categories. There is thus no official indication of how one company is doing against another—other than in the monthly registrations for Germany compiled by the Kraftfahrt Bundesamtes.

Interesting as they are, they do not get over the fact that 54 percent of West Germany's vehicle output is exported — a figure, incidentally, exactly the same as Japan's.

So, the VDA's annual tome about Europe's largest vehicle-making country is eagerly awaited. In the words of the president, "The past year did not continue in the same successful vein as those preceding it."

Hand in hand with the general world sales recession has come increased competition from Japan's auto makers. Initially, German executives took comfort in what they saw as a technological advantage over Japanese products.

Opinions have been revised, in the light of the Japanese advances in Germany's traditionally strong export markets and in Germany itself. It could hardly be otherwise, when the German new-car market dropped 8.5 percent and Japanese registrations expanded 67 percent, which is what happened last year.

Horst Backsmann, president of VDA, reports, "At the end of 1980 790,000 people were employed in road vehicle construction, 10,000 or one percent fewer than 12 months previously."

But he adds, "Declining demand has led to short - time working on a fairly large scale; 68,000 people in the road vehicle construction industry were affected in December, 1980."

• Nowhere has this been felt more than in the Opel and Ford factories which make the large capacity models. In the 2-to-3-liter class, production of Ford's Granada sedan and Capri coupe models fell away by 54 percent.

At Opel, Commodore and Senator sedan and Monza coupe volume fell by 59 percent.

Yet, in the same engine capacity classes, BMW's production was down 12 percent and Daimler-Benz's a mere one percent.

Looking to the future, Backsmann says, "The reduction of purchasing power as a result of the heavier than expected increase in the price of oil has curbed demand to a greater extent than expected.

"The new year thus begins with an economic situation which clearly fails to come up to the more favorable expectations of last autumn. The drop in the Gross National Product, coupled with higher unemployment and still less room for financial maneuver as a result of reduced tax revenue, do not bode well for 1981," he warns.

Nevertheless, the country's vehicle makers are investing the equivalent of $4.65 billion this year, higher than the average figure for the past.

Clearly, though, the country's makers see Japan as the biggest threat to their continued strength.

"German vehicle manufacturers cannot keep pace in the long run with competitors whose labor costs are 40 percent lower than those in Germany and whose labor force works for 20 percent longer than that in our factories," predicts Backsmann.

WEST GERMANY

	12 mos., 1980	12 mos., 1979
Cars		
Audi-NSU	285,052	323,395
BMW	330,087	328,281
Ford	419,517	546,957
Mercedes-Benz	438,829	433,203
Opel	786,663	960,243
Porsche	28,622	36,011
Volkswagen	1,232,164	1,304,466
Total	3,520,934	3,932,556
Trucks and buses		
Faun	485	349
Magirus-Deutz	20,619	20,184
MAN	24,317	21,207
Mercedes-Benz	186,392	171,656
Neoplan	903	1,092
Opel	6,137	8,223
Setra	2,037	2,008
Volkswagen	114,591	92,450
Total	357,481	317,169
Total vehicles	3,878,415	4,249,725

Production overseas

JAPAN		
Cars		
Daihatsu	155,604	133,556
Fuji	202,038	153,841
Honda	845,514	706,375
Isuzu	107,057	86,397
Mitsubishi	659,622	528,555
Nissan	1,940,615	1,738,946
Suzuki	87,830	69,798
Toyo Kogyo	736,544	647,001
Toyota	2,303,284	2,111,302
Total	7,038,108	6,175,771
Trucks, buses		
Daihatsu	276,770	232,789
Fuji	223,595	180,449
Hino	74,890	76,508
Honda	111,388	95,494
Isuzu	365,070	338,391
Mitsubishi	445,306	409,962
Nissan	703,437	598,875
Nissan Diesel	48,121	42,433
Suzuki	380,853	275,137
Toyo Kogyo	384,472	324,420
Toyota	990,060	884,923
Others	812	394
Total	4,004,776	3,459,775
Total vehicles	11,042,884	9,635,546
FRANCE		
Cars		
Citroen	536,366	679,327
Peugeot	607,033	754,448
Talbot	302,843	381,289
Peugeot SA	1,446,242	1,815,064
Renault	1,492,339	1,405,330
Total	2,938,581	3,220,394
Trucks, buses		
CBM	105	106
Citroen	49,034	48,251
Peugeot	127,428	111,017
Talbot	24,517	28,046
Peugeot SA	200,979	187,314
Renault	166,760	141,046
Renault VI	54,086	45,819
Total Renault	220,846	186,865
Sovam	113	133
Unic	17,809	18,646
Total	439,852	393,064
Total vehicles	3,378,433	3,613,458

MacKenzie outlines Detroit's strategy

Advertising part of anti-import war

By John A. Russell
New York Staff Writer

NEW YORK. — Detroit's war with the imports not only is one of product, but also advertising those products, according to Gordon B. MacKenzie, general manager of Lincoln-Mercury.

"The last several years have been a valley a despair not only in the business of American automobiles . . . but in the advertising of them," he said, adding that the reverse was true for the imports.

Speaking at the Sales Executives Club of New York, MacKenzie said the import auto makers were "the only ones doing contemporary, enjoyable advertising" while the domestic auto makers had "given way to defensiveness, legalese, numbers, comparisons, protestations and even desperation. And on top of it all most of it looked the same no matter what the source."

But, he declared, with the introduction of the 1981 models at Lincoln-Mercury those days were over for the division. It started, he said, with a two-minute film, to be shown in first-run movie theaters, on the Capri. Theaters were selected to match the demographics and lifestyles of the Capri buyer and the concepts developed are carried through in the television and print advertising for the entire lineup, including the Mercury Lynx.

The commercials depend heavily on visuals, special effects and some humor.

MacKenzie said one of the first hurdles the company and its agency had to overcome was one of concepts.

"The same old things, the pretty cars with pretty people on pretty American streets or in pretty American driveways are just not going to be noticed," he said, "nor are they going to be seen as particularly indicative of the dramatic change that's taking place in the quality of American automobiles."

For the Lynx commercials, the agency, Young and Rubicam, built a production company from the ground up including special effects experts from Star Wars, the biggest sound stage in the U. S. and other essentials.

MacKenzie would not reveal the production costs for the venture but did add that "we took a world view and found that automotive advertising in other countries had discovered ways to go beyond the conventions of Detroit, particularly in the visual dimension."

Consequently, for Lynx, "Starting today the world belongs to an American car" became a theme.

• Another element, he said, that has been a strength of the import advertising is consistency and they have done this for almost a generation. MacKenzie maintained this approach has had "quite a bit to do with the overall quality reputation that had accrued to them."

For the LN7, the company has extended its advertising to include such lines as "something beyond the fuel efficient automobile," and other tag lines. But MacKenzie said the key would be the inclusion of excitement into the advertising, advertising that "doesn't use one Detroit cliche."

But the general manager made it plain that the major issue in the years to come will not be one of fuel efficiency, size and space. Instead, it will be one of quality. The real quality of the automobiles will be the battleground, he said.

Model breakdown
Auction Averages

	March To Date	February	January
1981	$8,722	$7,138	$7,757
1980	5,851	5,784	5,867
1979	5,135	4,773	4,728
1978	3,890	3,785	3,585
1977	2,984	2,997	3,125
1976	2,192	2,285	2,982
1975	1,548	1,863	1,541
1974	1,335	1,285	1,288
Overall Average	$4,141	$4,076	$3,981

factories list auction dates

American Motors

March 24—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

March 25—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

March 26 — Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.; Todd Auto Auction, Rte. 309, Telford, Pa.

March 27—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Chrysler Corp.

March 24—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago (tentative, call auction); Chrysler Leasing Corp., NuCarPrep Systems, 2818 Eastern Ave., Commerce, Calif.

March 25 — Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

March 26—Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 31—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Big H Recon Center, 918 Asbury, Houston.

Chrysler sales are restricted to Chrysler Corp. dealers.

Ford Motor Co.

March 24—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

March 25—Northway Exchange, Rte. 146, Clifton Park, N.Y.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

March 31—South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

Used car sales
Auction Averages

March to date	$4,141
Month ago	$4,082
Year ago	$3,161

Jury says Nissan discriminated in firing manager

CONCORD, N. H. — Nissan Motor Corp. in U.S.A. has been found guilty of "willful" age discrimination for discharging a district sales manager.

A jury in U. S. District Court here ruled in favor of William Hoffmann, now 58, of Keene, who was discharged as a district sales manager in May, 1976. He had been with the firm since 1965.

Hoffmann, presently self-employed, had performed inadequately, according to Nissan.

Hoffmann's attorney, Randall Reis, of Manchester, contended that the average age of Nissan employes is lower than the average age of the U. S. labor force.

A Nissan spokesman said the verdict is "totally unjustifiable" and that the Datsun importer is "very seriously considering an appeal."

A meeting of attorneys and Judge Martin Loughlin is pending. The award will be determined at that time. Because the jury found the discrimination "willful," Hoffmann's back pay of $79,600 could be doubled; Nissan could be ordered to pay attorney and court costs, as well.

used-car auction directory

Display Rates: $53.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50; 26-times, $10.00; 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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AUCTION SCHOOL

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Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

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For the first time in 1981

Auto output tops year-ago week

By Patricia Hoffman
Staff Writer

For the first time in 1981, weekly domestic auto production has topped the comparable 1980 week's output. The last time the week's total rose above the year-ago levels was the week ended Nov. 22, 1980.

Last week's total was also the highest of this year.

U. S. auto production last week was slated at 145,422 units, an increase of 2.33 percent from the 142,112 units completed the previous week, and up 0.04 percent from the 145,369 cars assembled in the comparable 1980 week.

Breakdown for last week by company was: General Motors, 59.10 percent of the week's total; Ford Motor, 23.06 percent; Chrysler Corp., 13.22 percent; Volkswagen of America, 2.86 percent; American Motors, 1.72 percent, and Checker Motors, 0.04 percent.

So far this year, the auto makers have completed 1,364,821 units, a drop of 15.58 percent from the 1,616,700 cars assembled in the comparable period last year.

Downtime was slated last week, for the second week in a row, at General Motors' Janesville point.

Also at GM, Saturday overtime was scheduled last week at Tarrytown, Oklahoma City, Linden and Lansing.

At Lansing, the line rate of the Oldsmobile Cutlass was increased from 55 cars per hour to 60 cars per hour. A second shift will be added to the Cutlass assembly line at Lansing effective April 6.

Buick built its 23-millionth car (a Regal coupe) in Flint on March 18. Buick has been building cars since 1903.

Last week, GM completed its first full week of assembly of the new Pontiac T1000 subcompact.

Ford has slated downtime for one week beginning today (March 23) at its Lorain point for a line-speed change from 57 cars hourly to 40 hourly. The plant assembles XR-7 and Thunderbird.

Chrysler Corp. this week is in its sixth consecutive week of auto production without downtime.

The Chrysler Belvidere and St. Louis plants have scheduled nine-hour daily shifts this week. Belvidere, which has been operating on overtime schedules since March 2, has two shifts. The St. Louis point is a single-shift operation.

breaking news

Continued from Page 1

Isuzu sports car due in '83

LOS ANGELES.—The Isuzu "Piazza" sporty coupe, which debuts in Japan this summer, will be sold in the U. S. in the spring of 1983. It will be equipped with a fuel-injected 2.0-liter engine. A version fitted with an Isuzu-built 2.0-liter turbocharged diesel, currently being tested in Japan, will bow a year later.

$300-$700 rebates offered on LUV

DETROIT.—From March 9 to May 8, Chevrolet is giving direct customer rebates of $700 on all 1980 Series 10 LUV pickups invoiced to dealers after Sept. 15, 1980. During the same period, it is also giving $350 customer rebates on 1981 Series 11 LUVs invoiced prior to March 9. For units invoiced after March 9, there is a permanent reduction of $330 in the destination charge, which is being dropped to $315 from $645. A customer cannot receive both the rebate and the destination-charge reduction.

GM Canada buys Firestone plant

OSHAWA, Ont.—General Motors of Canada has purchased the Firestone Canada plant in nearby Whitby and will move its export operations there late this summer. The plant has 372,800 square feet and is located on a 62-acre site. Firestone ceased operations there last July. GM Canada's export operation prepares car and truck components for shipment to assembly plants in Venezuela, Colombia, Ecuador, Chile and Zaire. It ships 432 vehicle sets a day, up from 240 a day last year.

TRUCK PRODUCTION IN U. S.†

	Week Ended Mar. 21, 1981	Week Ended Mar. 22, 1980	Week Ended Mar. 14, 1981	March Output	Jan. 1, to Mar. 22, 1980	Jan. 1, to Mar. 21, 1981
CHEVROLET	13,475	5,471	8,399	31,884	156,536	131,866
DODGE/PLYMOUTH	1,900	1,300	1,707	5,284	33,697	15,423
FORD	14,779	20,574	13,365	43,223	168,588	128,605
GMC	3,924	2,532	4,351	11,782	40,515	48,519
INTERNATIONAL	1,690	.....	1,712	5,110	.....	16,911
MACK	.....	625	.....	.....	7,262	.....
JEEP	.....	125	.....	.....	2,019	.....
WHITE	1,550*	.....	1,550*	4,700*	25,668*	20,136*
AMC CORP.	85*	430*	85*	255*	4,082*	935*
VOLKSWAGEN	1,040	687	940	2,983	5,948	10,083
MISCELLANEOUS	1,200*	900*	1,200*	3,600*	9,660*	12,100*
Total Trucks, U. S.	39,643	32,644	33,309	108,821	453,975	384,578

CANADIAN TRUCK PRODUCTION

	Week Ended Mar. 21, 1981	Week Ended Mar. 22, 1980	Week Ended Mar. 14, 1981	March Output	Jan. 1, to Mar. 22, 1980	Jan. 1, to Mar. 21, 1981
CHRYSLER CORP.	1,600	1,600	1,564	4,827	6,285	12,764
FORD MOTOR	3,490	4,808	3,360	10,240	45,758	38,045
GENERAL MOTORS	6,592	6,010	6,487	19,449	65,735	70,290
AMERICAN MOTORS	.....	900	.....	.....	7,581	.....
INTERNATIONAL	245	290	243	731	2,733	2,843
MACK	.....	60	.....	.....	701	.....
WHITE	.....	65	.....	.....	720	.....
Total Trucks, Canada	11,927	13,733	11,654	35,247	129,513	123,942
N. American Trucks	51,570	46,377	44,963	144,068	583,488	508,520

†—How includes window van production. *—Estimated.
Jeep includes commercial vehicles only. All General includes government-destined vehicles.

Truck production tops 1980 week by 21 percent

A silver lining peeked through the dark cloud of recession for the U. S. truck makers last week as production jumped considerably over the comparable 1980 week and the previous week's levels.

Truck production last week was slated at 39,643 units, an increase of 19.02 percent from the 33,309 trucks assembled in the previous week and up 21.44 percent from the 32,644 units completed in the week ended March 22, 1980.

The Chrysler Warren truck assembly point will mark its sixth consecutive week of production this week. The plant, which is a single-shift operation, has scheduled nine-hour daily shifts beginning today.

Downtime was scheduled last week at General Motors' Janesville truck and Pontiac heavy-duty truck points, with operations resuming today.

Also down last week was line No. 3 at Ford Motor's Kentucky truck point.

Year-to-date, the truck makers have completed 384,578 units, down 15.29 percent from the 453,975 assembled in the comparable period last year.

Canadian output climbs for week to 21,425 cars

Canadian auto production last week showed improvement over the previous week's output, however the total was down from the comparable 1980 week.

Production last week for the auto makers was slated at 21,425 units, an increase of 13.63 percent from the 18,855 cars completed the previous week, but down 6.12 percent from the 22,821 units assembled in the comparable week last year.

Canadian truck production last week also showed a slight increase over the previous week's output, but was down from the comparable 1980 week's total.

Planned production last week for the truck makers was 11,927 units, up 2.34 percent from the 11,654 trucks assembled in the previous week but down 13.15 percent from the 13,733 units completed in the week ended March 22, 1980.

So far this year, the auto makers have assembled 155,582 units, a drop of 21.44 percent from 198,036 at this time last year.

Year-to-date output for the truck makers is 123,942 units, down 4.30 percent from the 129,513 trucks assembled in the comparable 1980 period.

Chrysler Corp. has slated downtime at its Windsor car plant beginning today (March 23). The point will remain idle for three weeks due to inventory adjustments and retooling.

U. S. CAR PRODUCTION

	Week Ended Mar. 21, 1981	Week Ended Mar. 22, 1980	Week Ended Mar. 14, 1981	March Output	Jan. 1, to Mar. 22, 1980	Jan. 1, to Mar. 21, 1981
AMERICAN MOTORS	2,500*	4,525*	2,000*	6,532*	50,336*	21,354*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	19,220	16,165	19,877	57,261	149,104	163,019
Plymouth Total	9,420	7,250	10,000	28,765	68,947	81,511
Horizon	3,400	3,250	3,863	10,685	37,492	29,159
Volare	.....	3,250	.....	.....	24,585	.....
Gran Fury	5,000	.....	5,076	14,965	.....	45,911
Caravelle	900	660	874	2,682	5,836	5,556
Reliant	120	90	187	433	1,034	885
Chrysler Total	1,600	2,405	1,557	4,874	18,737	13,097
Chrysler	1,100	2,080	971	3,210	14,803	9,032
LeBaron	500	325	586	1,664	3,934	4,065
Dodge Total	8,200	6,510	8,320	23,622	61,420	68,411
Omni	2,700	2,860	3,050	7,863	33,465	21,442
St. Regis	.....	2,090	.....	.....	17,410	.....
Diplomat	3,900	.....	3,792	11,445	.....	37,255
Aspen	1,200	1,000	1,006	3,101	6,268	7,152
Aries	400	560	472	1,213	4,277	2,562
FORD MOTOR	33,534	34,041	32,453	88,362	309,164	283,565
Ford Division	23,843	23,708	22,596	61,781	218,826	196,636
Pinto	8,208	.....	8,045	24,077	.....	89,862
Must./Must. II	.....	3,594	.....	.....	15,222	.....
Fairmont	4,401	7,102	3,665	9,364	58,516	25,691
Granada	4,355	6,846	4,132	12,687	59,042	36,864
Thunderbird	1,578	.....	1,536	3,422	19,720	12,615
Ford	3,605	2,534	3,506	7,111	40,050	12,892
Escort	1,696	3,632	1,712	5,120	26,276	18,712
L-M Division	9,691	10,333	9,857	26,581	90,338	86,929
Mercury Total	8,357	10,333	8,502	22,537	80,555	75,060
Bobcat	.....	906	.....	.....	3,683	.....
Capri	2,872	.....	2,866	8,436	.....	30,264
Zephyr	1,330	2,202	1,024	2,677	18,526	7,487
Cougar/Monarch	1,009	2,609	1,237	3,395	19,390	10,934
XR-7	852	.....	967	2,013	6,036	6,129
Mercury	999	2,046	1,095	2,094	15,913	5,621
Lynx	1,295	2,570	1,313	3,922	17,007	14,625
Lincoln Total	1,334	.....	1,355	4,044	9,783	11,869
Lincoln	566	.....	575	1,790	3,432	5,482
Versailles	.....	.....	.....	.....	1,124	.....
Mark VI	768	.....	780	2,254	5,227	6,387
GENERAL MOTORS	85,948	85,744	83,914	257,136	1,064,924	854,848
Buick Division	20,332	19,986	19,988	60,240	205,871	204,382
Skylark	5,877	5,228	5,473	16,955	55,544	58,262
Century	3,995	4,394	3,948	11,986	40,788	40,146
Regal	5,946	4,809	6,043	17,944	49,943	55,217
Buick	3,360	4,310	3,365	10,080	45,083	37,702
Riviera	1,154	1,245	1,159	3,275	14,513	13,055
Cadillac Division	6,659	2,600	6,228	18,990	69,541	69,040
Seville	4,271	.....	4,176	12,713	39,873	46,709
Cadillac	1,758	1,545	1,399	4,348	16,608	15,052
Eldorado	630	1,055	653	1,929	13,060	7,279
Chevrolet Division	28,230	36,760	30,579	93,394	447,509	300,917
Chevette	6,160	9,155	8,089	22,943	108,606	64,432
Monza ('80)	.....	3,535	.....	.....	36,092	.....
Camaro	3,045	3,270	3,017	9,088	32,451	28,005
Citation	8,885	9,520	9,059	25,619	111,157	77,799
Malibu	6,935	6,430	6,600	19,894	63,657	55,731
Monte Carlo	2,405	2,450	3,014	8,687	33,304	28,279
Chevrolet	.....	1,320	.....	4,771	50,578	38,121
Corvette	800	1,080	800	2,392	11,664	8,550
Oldsmobile Division	20,024	16,927	18,471	56,815	191,843	202,097
Omega	3,550	2,752	3,499	10,439	29,415	33,938
Cutlass	7,980	6,670	7,654	23,431	78,940	94,161
Oldsmobile	7,060	6,370	6,247	19,571	70,754	62,976
Toronado	1,434	1,135	1,071	3,374	12,734	11,022
Pontiac Division	10,703	9,471	8,648	27,697	150,160	78,412
Acadian†	695	745	699	2,079	5,011	4,605
Sunbird ('80)	.....	2,865	.....	.....	36,326	.....
Phoenix	1,035	2,490	1,036	3,099	24,319	11,540
Firebird	2,389	2,621	2,193	7,252	31,535	26,044
LeMans	2,400	.....	2,395	7,137	17,103	18,867
Grand Prix	1,560	430	1,559	4,531	13,687	11,139
Pontiac	200	320	186	595	22,179	3,213
T1000	2,424	.....	580	3,004	.....	3,004
VOLKSWAGEN	4,160	4,809	3,808	12,031	42,422	41,512
CHECKER	60*	85*	60*	180*	750	523*
Total Cars, U. S.	145,422	145,369	142,112	421,502	1,616,700	1,364,821

CANADIAN CAR PRODUCTION

	Week Ended Mar. 21, 1981	Week Ended Mar. 22, 1980	Week Ended Mar. 14, 1981	March Output	Jan. 1, to Mar. 22, 1980	Jan. 1, to Mar. 21, 1981
AMERICAN MOTORS	720	.....	722	2,050	.....	6,386
CHRYSLER CORP.	1,800	3,200	.....	1,800	17,033	5,338
FORD MOTOR	5,976	7,332	5,316	14,477	50,560	24,850
GENERAL MOTORS	12,704	12,064	12,615	38,141	127,823	116,657
VOLVO	225	225	202	652	2,620	2,351
Total Cars, Canada	21,425	22,821	18,855	57,120	198,036	155,582
N. American Cars	166,847	168,190	160,967	478,622	1,814,736	1,520,403
N. American Trucks	51,570	46,377	44,963	144,068	583,488	508,520
North American Cars and Trucks	218,417	214,567	205,930	622,690	2,398,224	2,028,923

†—All Acadians and Corvettes are built for sale in canada. *—Estimated.